well as receive content from third-party systems **1208** or other entities, or to allow users to interact with these entities through an application programming interfaces (API) or other communication channels.

[0271] In particular embodiments, a third-party system **1208** may include one or more types of servers, one or more data stores, one or more interfaces, including but not limited to APIs, one or more web services, one or more content sources, one or more networks, or any other suitable components, e.g., that servers may communicate with. A third-party system **1208** may be operated by a different entity from an entity operating social networking system **1202**. In particular embodiments, however, social networking system **1202** and third-party systems **1208** may operate in conjunction with each other to provide social-networking services to users of social networking system **1202** or third-party systems **1208**. In this sense, social networking system **1202** may provide a platform, or backbone, which other systems, such as third-party systems **1208**, may use to provide social-networking services and functionality to users across the Internet.

[0272] In particular embodiments, a third-party system **1208** may include a third-party content object provider. A third-party content object provider may include one or more sources of content objects, which may be communicated to a client system **1206**. As an example and not by way of limitation, content objects may include information regarding things or activities of interest to the user, such as, for example, movie show times, movie reviews, restaurant reviews, restaurant menus, product information and reviews, or other suitable information. As another example and not by way of limitation, content objects may include incentive content objects, such as coupons, discount tickets, gift certificates, or other suitable incentive objects.

[0273] In particular embodiments, social networking system **1202** also includes user-generated content objects, which may enhance a user's interactions with social networking system **1202**. User-generated content may include anything a user can add, upload, send, or "post" to social networking system **1202**. As an example and not by way of limitation, a user communicates posts to social networking system **1202** from a client system **1206**. Posts may include data such as status updates or other textual data, location information, photos, videos, links, music or other similar data or media. Content may also be added to social networking system **1202** by a third-party through a "communication channel," such as a newsfeed or stream.

[0274] In particular embodiments, social networking system **1202** may include a variety of servers, sub-systems, programs, modules, logs, and data stores. In particular embodiments, social networking system **1202** may include one or more of the following: a web server, action logger, API-request server, relevance-and-ranking engine, content-object classifier, notification controller, action log, third-party-content-object-exposure log, inference module, authorization/privacy server, search module, advertisement-targeting module, user-interface module, user-profile store, connection store, third-party content store, or location store. Social networking system **1202** may also include suitable components such as network interfaces, security mechanisms, load balancers, failover servers, management-and-network-operations consoles, other suitable components, or any suitable combination thereof. In particular embodiments, social networking system **1202** may include one or

more user-profile stores for storing user profiles. A user profile may include, for example, biographic information, demographic information, behavioral information, social information, or other types of descriptive information, such as work experience, educational history, hobbies or preferences, interests, affinities, or location. Interest information may include interests related to one or more categories. Categories may be general or specific. As an example and not by way of limitation, if a user "likes" an article about a brand of shoes the category may be the brand, or the general category of "shoes" or "clothing." A connection store may be used for storing connection information about users. The connection information may indicate users who have similar or common work experience, group memberships, hobbies, educational history, or are in any way related or share common attributes. The connection information may also include user-defined connections between different users and content (both internal and external). A web server may be used for linking social networking system **1202** to one or more client systems **1206** or one or more third-party system **1208** via network **1204**. The web server may include a mail server or other messaging functionality for receiving and routing messages between social networking system **1202** and one or more client systems **1206**. An API-request server may allow a third-party system **1208** to access information from social networking system **1202** by calling one or more APIs. An action logger may be used to receive communications from a web server about a user's actions on or off social networking system **1202**. In conjunction with the action log, a third-party-content-object log may be maintained of user exposures to third-party-content objects. A notification controller may provide information regarding content objects to a client system **1206**. Information may be pushed to a client system **1206** as notifications, or information may be pulled from client system **1206** responsive to a request received from client system **1206**. Authorization servers may be used to enforce one or more privacy settings of the users of social networking system **1202**. A privacy setting of a user determines how particular information associated with a user can be shared. The authorization server may allow users to opt in to or opt out of having their actions logged by social networking system **1202** or shared with other systems (e.g., third-party system **1208**), such as, for example, by setting appropriate privacy settings. Third-party-content-object stores may be used to store content objects received from third parties, such as a third-party system **1208**. Location stores may be used for storing location information received from client systems **1206** associated with users. Advertisement-pricing modules may combine social information, the current time, location information, or other suitable information to provide relevant advertisements, in the form of notifications, to a user.

[0275] FIG. **13** illustrates example social graph **1300**. In particular embodiments, social networking system **1202** may store one or more social graphs **1300** in one or more data stores. In particular embodiments, social graph **1300** may include multiple nodes—which may include multiple user nodes **1302** or multiple concept nodes **1304**—and multiple edges **1306** connecting the nodes. Example social graph **1300** illustrated in FIG. **13** is shown, for didactic purposes, in a two-dimensional visual map representation. In particular embodiments, a social networking system **1202**, client system **1206**, or third-party system **1208** may access social graph **1300** and related social-graph information for